



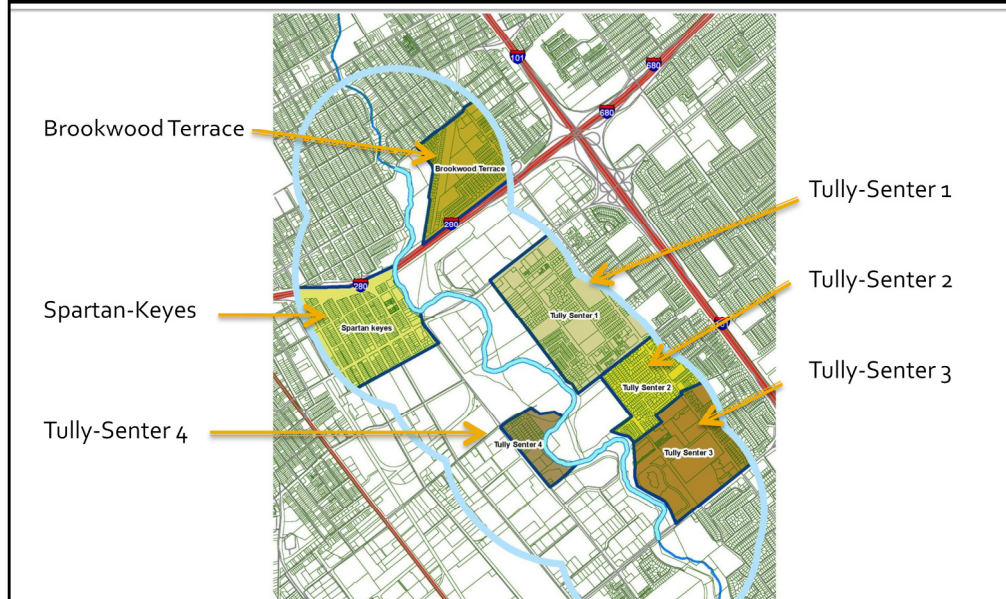
Image source: Justin Meek, September 9, 2011. Take on Coyote Creek from the bridge crossing at E Santa Clara Street.

Clean Creeks, Healthy Communities

- 4 yr EPA grant (2011-2015)
- Reduce trash pollution
- Improve water quality in Coyote Creek
- 4 targeted activities:
 - Downtown Streets Team homeless outreach
 - Volunteer cleanups
 - Illegal dumpsite abatement
 - Public education → public stewardship



Target Neighborhoods



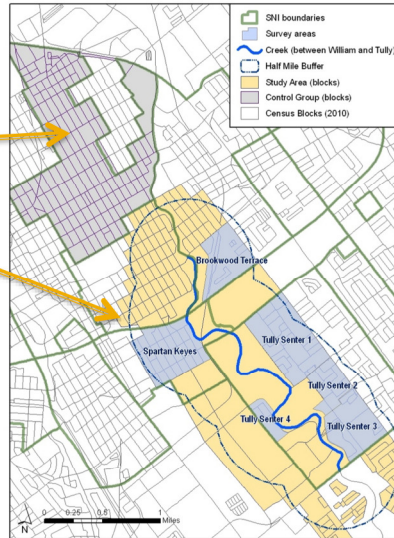
Community Education/Engagement Campaign

- Raise awareness of Coyote Creek
- Recruit resident volunteers → litter/dumpsite abatement efforts
- Grant-funded Community Activity Worker & Project Manager
 - Neighborhood Walks
 - Environmental education activities at local schools
 - Creek signage
 - Public art projects



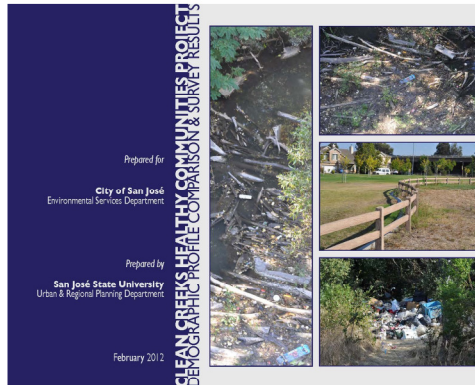
SJSU Program Assessment Efforts

- Develop a methodology to assess effectiveness of engagement activities
- Conduct 3 resident surveys (2011, 2013, 2015)
 - Control neighborhood
 - Target neighborhoods
- Evaluate change in attitudes and behaviors regarding Coyote Creek
 - 2/3 of residents aware of C.C.
 - 50% say health of C.C. important to them
 - 1/3 of residents participate in recreation along the riparian corridor
 - 2/3 feel safe along C.C.
 - 2/3 report reduced litter in their neighborhood



2011 Survey Report

- Census demographics of control & target neighborhoods
- Survey results for target area
 - Most aware of C.C.
 - Very little recreational use of C.C.; very little participation in stewardship activities (i.e. cleanups)
 - Safety a concern – only 23% felt that C.C. is a safe place to visit
 - Safety & homeless led reasons why people don't use C.C.



2011 Survey Report cont.

Changes That Need to Occur for People to Use C.C.	%
Clean up trash in the creek	49
Reduce presence of homeless people in the creek area	42
Improve recreational trails along the creek	41
Improve access to the creek	34
Other	15
Unlike to ever use the creek regardless of improvements	13

- 2013 surveys just completed, data analysis underway
- Plan to compare 2011 to 2013 data, plus compare control & target neighborhoods → are outreach efforts working???